BAB 6

KESIMPULAN DAN SARAN

6.1. Kesimpulan

Berdasarkan hasil penelitian, maka dapat disimpulkan beberapa hal sebagai berikut :

1. Kondisi toko Bakpia Wijaya sekarang ini memiliki kelemahan dalam hal cangkupan pasar yang terbatas, dan jumlah fariasi rasa produk yang lebih sedikit dibandingkan 3 kompetitornya.
2. Dengan adanya penelitian ini diharapkan pemilik toko Bakpia Wijaya dapat menentukan toko kompetitor melalui identifikasi kesamaan atribut produk.
3. Toko Bakpia Wijaya masih memiliki kelemahan dalam hal menggaet pelanggan demi menunjang penjualan produknya.
4. Usulan terhadap pemilik usaha bakpia pathok wijaya
   - Dalam Pemasaran :
     a) Memanfaatkan kemajuan teknologi, dengan cara mempromosikan usahanya melalui facebook atau instagram.
   - Menambah Varian Rasa :
     a) Rasa Daging Ayam
     b) Rasa Keju Coklat
     c) Rasa Strawberry

6.2. Saran

Langkah yang perlu dilakukan oleh pemilik toko Bakpia Wijaya adalah melihat dari hasil survei yang sudah dilakukan, maka perlu memanfaatkan kemajuan teknologi, dengan cara mempromosikan usahanya melalui facebook atau instagram demi meningkatkan penjualan.

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LAMPIRAN

Lampiran 1. Hasil dari data yang diolah menggunakan SPSS ANACOR

A N A C O R - VERSION 0.4

BY

DEPARTMENT OF DATA THEORY UNIVERSITY OF LEIDEN, THE NETHERLANDS

The table to be analyzed:

	1	2	3	4	
	Wijaya	Rania	Lestari	Vista	Margin
1	18	18	21	7	64
2	28	27	18	20	93
3	20	21	10	14	65
4	15	15	10	17	57
5	18	18	20	11	67
6	27	27	22	20	96
7	22	20	18	18	78
8	22	22	11	20	75
9	18	18	13	10	59
10	26	25	19	20	90
11	20	22	20	22	84
12	20	22	10	25	77
13	20	21	15	11	67
14	28	26	20	19	93
15	20	12	11	18	61
16	15	15	12	18	60
17	19	19	20	12	70
18	27	28	22	20	97
19	21	22	21	15	79
20	20	20	12	20	72
21	17	17	15	10	59
22	25	24	15	15	79
23	16	15	18	19	68
24	16	18	10	22	66
25	20	21	22	18	81
26	27	26	21	21	95
27	18	19	12	14	63
28	15	15	10	17	57
29	20	20	25	18	83
30	27	29	22	21	99
31	17	17	19	21	74
32	17	17	10	27	71
33	15	16	15	12	58

34	22	21	19	15	77
35	10	10	10	10	40
36	15	17	10	10	52
37	19	18	20	15	72
38	29	27	21	24	101
39	20	19	12	20	71
40	14	10	10	18	52
41	20	19	21	10	70
42	28	27	22	21	98
43	21	16	18	20	75
44	19	18	14	20	71
45	10	11	15	10	46
46	18	18	15	15	66
47	12	11	13	12	48
48	10	10	10	14	44
49	20	19	20	12	71
50	28	27	19	19	93
51	15	12	10	14	51
52	14	13	10	19	56
53	19	20	17	12	68
54	26	26	18	22	92
55	18	15	10	13	56
56	13	12	10	13	48
57	15	16	11	11	53
58	21	20	15	19	75
59	11	16	13	16	56
60	16	15	13	19	63
61	19	20	25	12	76
62	28	29	19	23	99
63	17	17	10	15	59
64	13	13	10	17	53
65	20	20	20	13	73
66	27	26	19	22	94
67	16	15	11	18	60
68	15	14	10	19	58
69	14	13	13	10	50
70	20	20	15	18	73
71	10	12	11	17	50
72	15	15	12	21	63
	---	---	---	---	---
Margin	1371	1349	1110	1200	5030

The table to be analyzed:

Tabel ini berisi tampilan ulang data CATEGORY dengan tambahan jumlah masing-masing baris dan kolom.

The Rowprofiles:

	1	2	3	4	
	Wijaya	Rania	Lestari	Vista	Margin
1	,281	,281	,328	,109	1,000
2	,301	,290	,194	,215	1,000
3	,308	,323	,154	,215	1,000
4	,263	,263	,175	,298	1,000
5	,269	,269	,299	,164	1,000
6	,281	,281	,229	,208	1,000
7	,282	,256	,231	,231	1,000
8	,293	,293	,147	,267	1,000
9	,305	,305	,220	,169	1,000
10	,289	,278	,211	,222	1,000
11	,238	,262	,238	,262	1,000
12	,260	,286	,130	,325	1,000
13	,299	,313	,224	,164	1,000
14	,301	,280	,215	,204	1,000
15	,328	,197	,180	,295	1,000
16	,250	,250	,200	,300	1,000
17	,271	,271	,286	,171	1,000
18	,278	,289	,227	,206	1,000
19	,266	,278	,266	,190	1,000
20	,278	,278	,167	,278	1,000
21	,288	,288	,254	,169	1,000
22	,316	,304	,190	,190	1,000
23	,235	,221	,265	,279	1,000
24	,242	,273	,152	,333	1,000
25	,247	,259	,272	,222	1,000
26	,284	,274	,221	,221	1,000
27	,286	,302	,190	,222	1,000
28	,263	,263	,175	,298	1,000
29	,241	,241	,301	,217	1,000
30	,273	,293	,222	,212	1,000
31	,230	,230	,257	,284	1,000
32	,239	,239	,141	,380	1,000
33	,259	,276	,259	,207	1,000
34	,286	,273	,247	,195	1,000
35	,250	,250	,250	,250	1,000
36	,288	,327	,192	,192	1,000
37	,264	,250	,278	,208	1,000
38	,287	,267	,208	,238	1,000
39	,282	,268	,169	,282	1,000
40	,269	,192	,192	,346	1,000
41	,286	,271	,300	,143	1,000
42	,286	,276	,224	,214	1,000
43	,280	,213	,240	,267	1,000
44	,268	,254	,197	,282	1,000
45	,217	,239	,326	,217	1,000
46	,273	,273	,227	,227	1,000

47	,250	,229	,271	,250	1,000
48	,227	,227	,227	,318	1,000
49	,282	,268	,282	,169	1,000
50	,301	,290	,204	,204	1,000
51	,294	,235	,196	,275	1,000
52	,250	,232	,179	,339	1,000
53	,279	,294	,250	,176	1,000
54	,283	,283	,196	,239	1,000
55	,321	,268	,179	,232	1,000
56	,271	,250	,208	,271	1,000
57	,283	,302	,208	,208	1,000
58	,280	,267	,200	,253	1,000
59	,196	,286	,232	,286	1,000
60	,254	,238	,206	,302	1,000
61	,250	,263	,329	,158	1,000
62	,283	,293	,192	,232	1,000
63	,288	,288	,169	,254	1,000
64	,245	,245	,189	,321	1,000
65	,274	,274	,274	,178	1,000
66	,287	,277	,202	,234	1,000
67	,267	,250	,183	,300	1,000
68	,259	,241	,172	,328	1,000
69	,280	,260	,260	,200	1,000
70	,274	,274	,205	,247	1,000
71	,200	,240	,220	,340	1,000
72	,238	,238	,190	,333	1,000
	---	---	---	---	
Margin	,273	,268	,221	,239	

The Rowprofiles:

Tabel ini berisi presentase tiap baris didasarkan pada jumlah total baris yang bersangkutan. Misal, angka 0,281 pada baris 1 dan kolom 1 berasal dari 18/64 * 100% = 28,1 %, dengan angka 18 dan 64 lihat pada baris 1 tabel diatasnya.

Demikian seterusnya untuk data yang lain.

The Columnprofiles:

	1	2	3	4	
	Wijaya	Rania	Lestari	Vista	Margin
1	,013	,013	,019	,006	,013
2	,020	,020	,016	,017	,018
3	,015	,016	,009	,012	,013
4	,011	,011	,009	,014	,011
5	,013	,013	,018	,009	,013

6	,020	,020	,020	,017	,019
7	,016	,015	,016	,015	,016
8	,016	,016	,010	,017	,015
9	,013	,013	,012	,008	,012
10	,019	,019	,017	,017	,018
11	,015	,016	,018	,018	,017
12	,015	,016	,009	,021	,015
13	,015	,016	,014	,009	,013
14	,020	,019	,018	,016	,018
15	,015	,009	,010	,015	,012
16	,011	,011	,011	,015	,012
17	,014	,014	,018	,010	,014
18	,020	,021	,020	,017	,019
19	,015	,016	,019	,013	,016
20	,015	,015	,011	,017	,014
21	,012	,013	,014	,008	,012
22	,018	,018	,014	,013	,016
23	,012	,011	,016	,016	,014
24	,012	,013	,009	,018	,013
25	,015	,016	,020	,015	,016
26	,020	,019	,019	,018	,019
27	,013	,014	,011	,012	,013
28	,011	,011	,009	,014	,011
29	,015	,015	,023	,015	,017
30	,020	,021	,020	,018	,020
31	,012	,013	,017	,018	,015
32	,012	,013	,009	,023	,014
33	,011	,012	,014	,010	,012
34	,016	,016	,017	,013	,015
35	,007	,007	,009	,008	,008
36	,011	,013	,009	,008	,010
37	,014	,013	,018	,013	,014
38	,021	,020	,019	,020	,020
39	,015	,014	,011	,017	,014
40	,010	,007	,009	,015	,010
41	,015	,014	,019	,008	,014
42	,020	,020	,020	,018	,019
43	,015	,012	,016	,017	,015
44	,014	,013	,013	,017	,014
45	,007	,008	,014	,008	,009
46	,013	,013	,014	,013	,013
47	,009	,008	,012	,010	,010
48	,007	,007	,009	,012	,009
49	,015	,014	,018	,010	,014
50	,020	,020	,017	,016	,018
51	,011	,009	,009	,012	,010
52	,010	,010	,009	,016	,011
53	,014	,015	,015	,010	,014
54	,019	,019	,016	,018	,018
55	,013	,011	,009	,011	,011
56	,009	,009	,009	,011	,010
57	,011	,012	,010	,009	,011

58	,015	,015	,014	,016	,015
59	,008	,012	,012	,013	,011
60	,012	,011	,012	,016	,013
61	,014	,015	,023	,010	,015
62	,020	,021	,017	,019	,020
63	,012	,013	,009	,013	,012
64	,009	,010	,009	,014	,011
65	,015	,015	,018	,011	,015
66	,020	,019	,017	,018	,019
67	,012	,011	,010	,015	,012
68	,011	,010	,009	,016	,012
69	,010	,010	,012	,008	,010
70	,015	,015	,014	,015	,015
71	,007	,009	,010	,014	,010
72	,011	,011	,011	,018	,013
	---	---	---	---	
Margin	1,000	1,000	1,000	1,000	

The Columnprofiles:

Tabel ini berisi presentase tiap kolom didasarkan pada jumlah total kolom yang bersangkutan. Misal, angka 0,222 pada baris 1 dan kolom 1 berasal dari: 18/81 * 100% = 22,2 %, dengan angka 18 dan 81 lihat pada baris 2 tabel “The table to be analyzed”.

Dimension	Singular Value	Inertia	Proportion Explained	Cumulative Proportion
1	,13386	,01792	,696	,696
2	,08134	,00662	,257	,953
3	,03490	,00122	,047	1,000
		---	---	---
Total		,02575	1,000	1,000

Row Scores:

Row	Marginal Profile	Dim 1	Dim 2
1	,013	-,953	-,144
2	,018	-,044	,352
3	,013	,064	,675
4	,011	,427	,031
5	,013	-,593	-,212
6	,019	-,177	,102

7	,016	-,065	-,039
8	,015	,346	,443
9	,012	-,350	,393
10	,018	-,056	,169
11	,017	,067	-,271
12	,015	,684	,254
13	,013	-,389	,395
14	,018	-,156	,238
15	,012	,414	,001
16	,012	,368	-,178
17	,014	-,521	-,149
18	,019	-,183	,134
19	,016	-,374	-,091
20	,014	,347	,218
21	,012	-,444	,117
22	,016	-,161	,524
23	,014	,087	-,588
24	,013	,667	,029
25	,016	-,226	-,320
26	,019	-,089	,095
27	,013	-,002	,339
28	,011	,427	,031
29	,017	-,333	-,531
30	,020	-,142	,138
31	,015	,129	-,548
32	,014	,939	-,151
33	,012	-,268	-,128
34	,015	-,293	,035
35	,008	-,023	-,302
36	,010	-,162	,494
37	,014	-,310	-,294
38	,020	,032	,108
39	,014	,363	,176
40	,010	,634	-,381
41	,014	-,703	-,105
42	,019	-,133	,106
43	,015	,097	-,319
44	,014	,285	-,053
45	,009	-,402	-,735
46	,013	-,076	,010
47	,010	-,078	-,473
48	,009	,385	-,502
49	,014	-,520	-,104
50	,018	-,128	,326
51	,010	,257	-,006
52	,011	,629	-,227
53	,014	-,399	,113
54	,018	,071	,200
55	,011	,090	,375
56	,010	,200	-,083
57	,011	-,124	,283
58	,015	,133	,084

59	,011	,196	-,353
60	,013	,361	-,240
61	,015	-,710	-,423
62	,020	,046	,270
63	,012	,220	,327
64	,011	,505	-,203
65	,015	-,455	-,091
66	,019	,029	,176
67	,012	,416	-,044
68	,012	,587	-,111
69	,010	-,302	-,103
70	,015	,082	,079
71	,010	,511	-,564
72	,013	,564	-,289

Contribution of row points to the inertia of each dimension:

	Marginal	Dim	
Row	Profile	1	2
1	,013	,086	,003
2	,018	,000	,028
3	,013	,000	,072
4	,011	,015	,000
5	,013	,035	,007
6	,019	,004	,002
7	,016	,000	,000
8	,015	,013	,036
9	,012	,011	,022
10	,018	,000	,006
11	,017	,001	,015
12	,015	,053	,012
13	,013	,015	,026
14	,018	,003	,013
15	,012	,016	,000
16	,012	,012	,005
17	,014	,028	,004
18	,019	,005	,004
19	,016	,016	,002
20	,014	,013	,008
21	,012	,017	,002
22	,016	,003	,053
23	,014	,001	,058
24	,013	,044	,000
25	,016	,006	,020
26	,019	,001	,002
27	,013	,000	,018
28	,011	,015	,000
29	,017	,014	,057
30	,020	,003	,005
31	,015	,002	,054
32	,014	,093	,004

33	,012	,006	,002
34	,015	,010	,000
35	,008	,000	,009
36	,010	,002	,031
37	,014	,010	,015
38	,020	,000	,003
39	,014	,014	,005
40	,010	,031	,018
41	,014	,051	,002
42	,019	,003	,003
43	,015	,001	,019
44	,014	,009	,000
45	,009	,011	,061
46	,013	,001	,000
47	,010	,000	,026
48	,009	,010	,027
49	,014	,029	,002
50	,018	,002	,024
51	,010	,005	,000
52	,011	,033	,007
53	,014	,016	,002
54	,018	,001	,009
55	,011	,001	,019
56	,010	,003	,001
57	,011	,001	,010
58	,015	,002	,001
59	,011	,003	,017
60	,013	,012	,009
61	,015	,057	,033
62	,020	,000	,018
63	,012	,004	,015
64	,011	,020	,005
65	,015	,022	,001
66	,019	,000	,007
67	,012	,015	,000
68	,012	,030	,002
69	,010	,007	,001
70	,015	,001	,001
71	,010	,019	,039
72	,013	,030	,013
	1,000	1,000	

Contribution of dimensions to the inertia of each row point:

Row	Marginal Profile	Dim 1	Dim 2	Total
1	,013	,986	,014	1,000
2	,018	,024	,966	,990

3	,013	,014	,968	,982
4	,011	,992	,003	,995
5	,013	,928	,072	1,000
6	,019	,831	,166	,997
7	,016	,358	,080	,439
8	,015	,500	,497	,997
9	,012	,567	,433	1,000
10	,018	,146	,818	,963
11	,017	,073	,733	,806
12	,015	,891	,075	,966
13	,013	,607	,380	,987
14	,018	,383	,539	,922
15	,012	,450	,000	,450
16	,012	,870	,124	,994
17	,014	,953	,047	1,000
18	,019	,718	,233	,951
19	,016	,948	,034	,982
20	,014	,804	,192	,995
21	,012	,959	,041	1,000
22	,016	,133	,859	,992
23	,014	,035	,961	,995
24	,013	,950	,001	,951
25	,016	,437	,535	,972
26	,019	,561	,390	,951
27	,013	,000	,929	,929
28	,011	,992	,003	,995
29	,017	,392	,607	1,000
30	,020	,514	,297	,811
31	,015	,084	,913	,997
32	,014	,982	,015	,997
33	,012	,826	,114	,940
34	,015	,972	,008	,980
35	,008	,010	,985	,995
36	,010	,133	,752	,885
37	,014	,638	,349	,987
38	,020	,092	,622	,715
39	,014	,872	,124	,996
40	,010	,729	,160	,890
41	,014	,980	,013	,993
42	,019	,702	,269	,972
43	,015	,077	,505	,582
44	,014	,971	,020	,992
45	,009	,324	,660	,984
46	,013	,958	,011	,969
47	,010	,042	,933	,975
48	,009	,490	,506	,997
49	,014	,967	,023	,990
50	,018	,200	,789	,989
51	,010	,637	,000	,638
52	,011	,925	,073	,998
53	,014	,935	,046	,981
54	,018	,171	,819	,990

55	,011	,064	,674	,738
56	,010	,849	,089	,938
57	,011	,219	,690	,908
58	,015	,775	,188	,962
59	,011	,159	,314	,472
60	,013	,784	,211	,995
61	,015	,820	,177	,997
62	,020	,043	,899	,941
63	,012	,425	,571	,996
64	,011	,906	,089	,996
65	,015	,976	,024	1,000
66	,019	,042	,931	,973
67	,012	,988	,007	,994
68	,012	,977	,021	,998
69	,010	,893	,063	,955
70	,015	,622	,346	,968
71	,010	,534	,395	,930
72	,013	,859	,137	,996

Column Scores:

Column	Marginal Profile	Dim 1	Dim 2
1 Wijaya	,273	-,064	,250
2 Rania	,268	-,098	,260
3 Lestari	,221	-,450	-,405
4 Vista	,239	,599	-,204

Contribution of column points to the inertia of each dimension:

Column	Marginal Profile	Dim 1	Dim 2
1 Wijaya	,273	,008	,210
2 Rania	,268	,019	,223
3 Lestari	,221	,334	,445
4 Vista	,239	,639	,122
	---	---	
	1,000	1,000	

Contribution of dimensions to the inertia of each column point:

Column	Marginal Profile	Dim 1	Dim 2	Total
1. Wijaya	,273	,068	,644	,712
2. Rania	,268	,142	,612	,754
3. Lestari	,221	,670	,330	1,000
4. Vista	,239	,934	,066	1,000

Variances and Correlation Matrix of the singular values:

Dim	Variances	Correlations between dimensions	
1	1,94E-004	1,000	
2	1,97E-004	,038	1,000

Variances and Correlation Matrix of scores of Row 1

Dim	Variances	Correlations between dimensions	
1	,004	1,000	
2	,022	-,567	1,000

Variances and Correlation Matrix of scores of Row 2

Dim	Variances	Correlations between dimensions	
1	,008	1,000	
2	,001	,197	1,000

Variances and Correlation Matrix of scores of Row 3

Dim	Variances	Correlations between dimensions	
1	,030	1,000	
2	,006	-,129	1,000

Variances and Correlation Matrix of scores of Row 4

Dim	Variances	Correlations between dimensions	
1	7,70E-004	1,000	
2	,005	-,256	1,000

Variances and Correlation Matrix of scores of Row 5

Dim	Variances	Correlations between dimensions	
1	,004	1,000	
2	,009	-,840	1,000

Variances and Correlation Matrix of scores of Row 6

Dim	Variances	Correlations between dimensions	
1	8,18E-004	1,000	
2	8,84E-004	,834	1,000

Variances and Correlation Matrix of scores of Row 7

Dim	Variances	Correlations between dimensions	
1	,002	1,000	
2	,003	-,095	1,000

Variances and Correlation Matrix of scores of Row 8

Dim	Variances	Correlations between dimensions

1 ,013 1,000

2 ,005 -,766 1,000

Variances and Correlation Matrix of scores of Row 9

Dim Variances Correlations between dimensions

1 ,010 1,000

2 ,004 ,827 1,000

Variances and Correlation Matrix of scores of Row 10

Dim Variances Correlations between dimensions

1 ,002 1,000

2 6,73E-004 ,319 1,000

Variances and Correlation Matrix of scores of Row 11

Dim Variances Correlations between dimensions

1 ,007 1,000

2 ,006 ,090 1,000

Variances and Correlation Matrix of scores of Row 12

Dim Variances Correlations between dimensions

1 ,009 1,000

2 ,020 -,517 1,000

Variances and Correlation Matrix of scores of Row 13

Dim Variances Correlations between dimensions

1 ,011 1,000

2 ,006 ,710 1,000

Variances and Correlation Matrix of scores of Row 14

Dim Variances Correlations between dimensions

1 ,005 1,000

2 ,003 ,355 1,000

Variances and Correlation Matrix of scores of Row 15

Dim Variances Correlations between dimensions

1 ,045 1,000

2 ,100 -,054 1,000

Variances and Correlation Matrix of scores of Row 16

Dim Variances Correlations between dimensions

1 ,003 1,000

2 ,004 ,799 1,000

Variances and Correlation Matrix of scores of Row 17

Dim	Variances	Correlations between dimensions	
1	,002	1,000	
2	,007	-,789	1,000

Variances and Correlation Matrix of scores of Row 18

Dim	Variances	Correlations between dimensions	
1	,002	1,000	
2	,002	,487	1,000

Variances and Correlation Matrix of scores of Row 19

Dim	Variances	Correlations between dimensions	
1	,001	1,000	
2	,005	-,514	1,000

Variances and Correlation Matrix of scores of Row 20

Dim	Variances	Correlations between dimensions	
1	,004	1,000	
2	,004	-,830	1,000

Variances and Correlation Matrix of scores of Row 21

Dim	Variances	Correlations between dimensions	
1	,001	1,000	
2	,005	,774	1,000

Variances and Correlation Matrix of scores of Row 22

Dim	Variances	Correlations between dimensions	
1	,018	1,000	
2	,003	,429	1,000

Variances and Correlation Matrix of scores of Row 23

Dim	Variances	Correlations between dimensions	
1	,023	1,000	
2	,003	,240	1,000

Variances and Correlation Matrix of scores of Row 24

Dim	Variances	Correlations between dimensions	
1	,006	1,000	
2	,021	-,087	1,000

Variances and Correlation Matrix of scores of Row 25

Dim	Variances	Correlations between dimensions	
1	,007	1,000	
2	,003	-,552	1,000

Variances and Correlation Matrix of scores of Row 26

Dim	Variances	Correlations between dimensions	
1	8,11E-004	1,000	
2	6,04E-004	,476	1,000

Variances and Correlation Matrix of scores of Row 27

Dim	Variances	Correlations between dimensions	
1	,009	1,000	
2	,003	-,015	1,000

Variances and Correlation Matrix of scores of Row 28

Dim	Variances	Correlations between dimensions	
1	7,70E-004	1,000	
2	,005	-,256	1,000

Variances and Correlation Matrix of scores of Row 29

Dim	Variances	Correlations between dimensions	
1	,018	1,000	
2	,005	-,724	1,000

Variances and Correlation Matrix of scores of Row 30

Dim	Variances	Correlations between dimensions	
1	,003	1,000	
2	,004	,181	1,000

Variances and Correlation Matrix of scores of Row 31

Dim	Variances	Correlations between dimensions	
1	,020	1,000	
2	,003	,379	1,000

Variances and Correlation Matrix of scores of Row 32

Dim	Variances	Correlations between dimensions	
1	,004	1,000	
2	,022	,568	1,000

Variances and Correlation Matrix of scores of Row 33

Dim	Variances	Correlations between dimensions	
1	,002	1,000	
2	,004	-,441	1,000

Variances and Correlation Matrix of scores of Row 34

Dim	Variances	Correlations between dimensions
1	7,30E-004	1,000

2 ,003 ,275 1,000

Variances and Correlation Matrix of scores of Row 35

Dim Variances Correlations between dimensions

1 ,006 1,000

2 8,47E-004 -,104 1,000

Variances and Correlation Matrix of scores of Row 36

Dim Variances Correlations between dimensions

1 ,021 1,000

2 ,013 ,162 1,000

Variances and Correlation Matrix of scores of Row 37

Dim Variances Correlations between dimensions

1 ,006 1,000

2 ,004 -,732 1,000

Variances and Correlation Matrix of scores of Row 38

Dim Variances Correlations between dimensions

1 ,002 1,000

2 ,002 -,110 1,000

Variances and Correlation Matrix of scores of Row 39

Dim Variances Correlations between dimensions

1 ,003 1,000

2 ,004 -,815 1,000

Variances and Correlation Matrix of scores of Row 40

Dim Variances Correlations between dimensions

1 ,023 1,000

2 ,038 ,273 1,000

Variances and Correlation Matrix of scores of Row 41

Dim Variances Correlations between dimensions

1 ,003 1,000

2 ,014 -,459 1,000

Variances and Correlation Matrix of scores of Row 42

Dim Variances Correlations between dimensions

1 9,81E-004 1,000

2 8,64E-004 ,602 1,000

Variances and Correlation Matrix of scores of Row 43

Dim Variances Correlations between dimensions

1 ,017 1,000

2 ,024 ,010 1,000

Variances and Correlation Matrix of scores of Row 44

Dim Variances Correlations between dimensions

1 5,80E-004 1,000

2 ,002 ,506 1,000

Variances and Correlation Matrix of scores of Row 45

Dim Variances Correlations between dimensions

1 ,037 1,000

2 ,011 -,551 1,000

Variances and Correlation Matrix of scores of Row 46

Dim Variances Correlations between dimensions

1 8,91E-005 1,000

2 2,36E-004 ,195 1,000

Variances and Correlation Matrix of scores of Row 47

Dim Variances Correlations between dimensions

1 ,015 1,000

2 ,004 -,203 1,000

Variances and Correlation Matrix of scores of Row 48

Dim Variances Correlations between dimensions

1 ,017 1,000

2 ,006 ,756 1,000

Variances and Correlation Matrix of scores of Row 49

Dim Variances Correlations between dimensions

1 ,002 1,000

2 ,008 -,526 1,000

Variances and Correlation Matrix of scores of Row 50

Dim Variances Correlations between dimensions

1 ,007 1,000

2 ,002 ,487 1,000

Variances and Correlation Matrix of scores of Row 51

Dim Variances Correlations between dimensions

1 ,008 1,000

2 ,019 -,048 1,000

Variances and Correlation Matrix of scores of Row 52

Dim Variances Correlations between dimensions

1 ,005 1,000

2 ,010 ,815 1,000

Variances and Correlation Matrix of scores of Row 53

Dim Variances Correlations between dimensions

1 ,002 1,000

2 ,005 ,524 1,000

Variances and Correlation Matrix of scores of Row 54

Dim Variances Correlations between dimensions

1 ,003 1,000

2 5,66E-004 -,448 1,000

Variances and Correlation Matrix of scores of Row 55

Dim Variances Correlations between dimensions

1 ,017 1,000

2 ,016 -,101 1,000

Variances and Correlation Matrix of scores of Row 56

Dim Variances Correlations between dimensions

1 ,001 1,000

2 ,002 ,349 1,000

Variances and Correlation Matrix of scores of Row 57

Dim Variances Correlations between dimensions

1 ,007 1,000

2 ,004 ,242 1,000

Variances and Correlation Matrix of scores of Row 58

Dim Variances Correlations between dimensions

1 7,31E-004 1,000

2 8,74E-004 -,553 1,000

Variances and Correlation Matrix of scores of Row 59

Dim Variances Correlations between dimensions

1 ,036 1,000

2 ,060 ,020 1,000

Variances and Correlation Matrix of scores of Row 60

Dim Variances Correlations between dimensions

1 ,004 1,000

2 ,004 ,819 1,000

Variances and Correlation Matrix of scores of Row 61

Dim	Variances	Correlations between dimensions	
1	,013	1,000	
2	,014	-,847	1,000

Variances and Correlation Matrix of scores of Row 62

Dim	Variances	Correlations between dimensions	
1	,005	1,000	
2	,002	-,168	1,000

Variances and Correlation Matrix of scores of Row 63

Dim	Variances	Correlations between dimensions	
1	,007	1,000	
2	,002	-,709	1,000

Variances and Correlation Matrix of scores of Row 64

Dim	Variances	Correlations between dimensions	
1	,004	1,000	
2	,007	,796	1,000

Variances and Correlation Matrix of scores of Row 65

Dim	Variances	Correlations between dimensions	
1	,001	1,000	
2	,005	-,674	1,000

Variances and Correlation Matrix of scores of Row 66

Dim	Variances	Correlations between dimensions	
1	,002	1,000	
2	5,16E-004	-,176	1,000

Variances and Correlation Matrix of scores of Row 67

Dim	Variances	Correlations between dimensions	
1	8,43E-004	1,000	
2	,005	,362	1,000

Variances and Correlation Matrix of scores of Row 68

Dim	Variances	Correlations between dimensions	
1	,002	1,000	
2	,009	,626	1,000

Variances and Correlation Matrix of scores of Row 69

Dim	Variances	Correlations between dimensions
1	,002	1,000

2 ,004 -,438 1,000

Variances and Correlation Matrix of scores of Row 70

Dim Variances Correlations between dimensions

1 5,13E-004 1,000

2 3,76E-004 -,583 1,000

Variances and Correlation Matrix of scores of Row 71

Dim Variances Correlations between dimensions

1 ,029 1,000

2 ,025 ,413 1,000

Variances and Correlation Matrix of scores of Row 72

Dim Variances Correlations between dimensions

1 ,007 1,000

2 ,009 ,833 1,000

Variances and Correlation Matrix of scores of Column 1 Wijaya

Dim Variances Correlations between dimensions

1 ,007 1,000

2 ,008 ,089 1,000

Variances and Correlation Matrix of scores of Column 2 Rania

Dim Variances Correlations between dimensions

1 ,008 1,000

2 ,008 ,133 1,000

Variances and Correlation Matrix of scores of Column 3 Lestari

Dim Variances Correlations between dimensions

1 ,011 1,000

2 ,006 -,863 1,000

Variances and Correlation Matrix of scores of Column 4 Vista

Dim Variances Correlations between dimensions

1 ,004 1,000

2 ,009 ,831 1,000

The data-matrix permuted according to the scores in dimension: 1

	3 Lestari	2 Rania	1 Wijaya	4 Vista	Margin
1	21	18	18	7	64
61	25	20	19	12	76

41	21	19	20	10	70
5	20	18	18	11	67
17	20	19	19	12	70
49	20	19	20	12	71
65	20	20	20	13	73
21	15	17	17	10	59
45	15	11	10	10	46
53	17	20	19	12	68
13	15	21	20	11	67
19	21	22	21	15	79
9	13	18	18	10	59
29	25	20	20	18	83
37	20	18	19	15	72
69	13	13	14	10	50
34	19	21	22	15	77
33	15	16	15	12	58
25	22	21	20	18	81
18	22	28	27	20	97
6	22	27	27	20	96
36	10	17	15	10	52
22	15	24	25	15	79
14	20	26	28	19	93
30	22	29	27	21	99
42	22	27	28	21	98
50	19	27	28	19	93
57	11	16	15	11	53
26	21	26	27	21	95
47	13	11	12	12	48
46	15	18	18	15	66
7	18	20	22	18	78
10	19	25	26	20	90
2	18	27	28	20	93

35	10	10	10	10	40
27	12	19	18	14	63
66	19	26	27	22	94
38	21	27	29	24	101
62	19	29	28	23	99
3	10	21	20	14	65
11	20	22	20	22	84
54	18	26	26	22	92
70	15	20	20	18	73
23	18	15	16	19	68
55	10	15	18	13	56
43	18	16	21	20	75
32	19	17	17	21	74
58	15	20	21	19	75
59	13	16	11	16	56
56	10	12	13	13	48
63	10	17	17	15	59
51	10	12	15	14	51
44	14	18	19	20	71
8	11	22	22	20	75
20	12	20	20	20	72
60	13	15	16	19	63
39	12	19	20	20	71
16	12	15	15	18	60
48	10	10	10	14	44
15	11	12	20	18	61
67	11	15	16	18	60
4	10	15	15	17	57
28	10	15	15	17	57
64	10	13	13	17	53
71	11	12	10	17	50

72	12	15	15	21	63
68	10	14	15	19	58
52	10	13	14	19	56
40	10	10	14	18	52
24	10	18	16	22	66
12	10	22	20	25	77
32	10	17	17	27	71
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Margin	1110	1349	1371	1200	5030

The data-matrix permuted according to the scores in dimension: 2

	3	4	1	2	
	Lestari	Vista	Wijaya	Rania	Margin
45	15	10	10	11	46
23	18	19	16	15	68
71	11	17	10	12	50
31	19	21	17	17	74
29	25	18	20	20	83
48	10	14	10	10	44
47	13	12	12	11	48
61	25	12	19	20	76
40	10	18	14	10	52
59	13	16	11	16	56
25	22	18	20	21	81
43	18	20	21	16	75
35	10	10	10	10	40
37	20	15	19	18	72
72	12	21	15	15	63
11	20	22	20	22	84
60	13	19	16	15	63
52	10	19	14	13	56

5	20	11	18	18	67
64	10	17	13	13	53
16	12	18	15	15	60
32	10	27	17	17	71
17	20	12	19	19	70
1	21	7	18	18	64
33	15	12	15	16	58
68	10	19	15	14	58
41	21	10	20	19	70
49	20	12	20	19	71
69	13	10	14	13	50
65	20	13	20	20	73
19	21	15	21	22	79
56	10	13	13	12	48
44	14	20	19	18	71
67	11	18	16	15	60
7	18	18	22	20	78
51	10	14	15	12	51
15	11	18	20	12	61
46	15	15	18	18	66
24	10	22	16	18	66
4	10	17	15	15	57
28	10	17	15	15	57
34	19	15	22	21	77
70	15	18	20	20	73
58	15	19	21	20	75
26	21	21	27	26	95
6	22	20	27	27	96
42	22	21	28	27	98
38	21	24	29	27	101
53	17	12	19	20	68
21	15	10	17	17	59

18	22	20	27	28	97
30	22	21	27	29	99
10	19	20	26	25	90
39	12	20	20	19	71
66	19	22	27	26	94
54	18	22	26	26	92
20	12	20	20	20	72
14	20	19	28	26	93
12	10	25	20	22	77
62	19	23	28	29	99
57	11	11	15	16	53
50	19	19	28	27	93
63	10	15	17	17	59
27	12	14	18	19	63
2	18	20	28	27	93
55	10	13	18	15	56
9	13	10	18	18	59
13	15	11	20	21	67
8	11	20	22	22	75
36	10	10	15	17	52
22	15	15	25	24	79
3	10	14	20	21	65
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Margin	1110	1200	1371	1349	5030

Lampiran 2. Hasil dari menganalisis kompetitor dengan cara observasi dan wawancara dengan pemilik secara langsung.

No	Bakpia Wijaya			Bakpia Rania			Bakpia Lestari			Bakpia Vista		
1	**Farian Rasa**	**isi**	**Harga**	**Farian Rasa**	**isi**	**Harga**	**Farian Rasa**	**isi**	**Harga**	**Farian Rasa**	**isi**	**Harga**
	Kacang Hijau	isi 20	Rp16.000	Kacang Hijau	isi 20	Rp16.000	Kacang Hijau	isi 20	Rp17.000	Kacang Hijau	isi 20	Rp30.000
	Kumbu Hitam	isi 20	Rp16.000	Kumbu Hitam	isi 20	Rp16.000	Kumbu Hitam	isi 20	Rp20.000	Kumbu Hitam	isi 20	Rp30.000
	Nangka	isi 20	Rp16.000	Nanas	isi 20	Rp16.000	Coklat	isi 20	Rp20.000	Keju Coklat	isi 20	Rp30.000
	Coklat	isi 20	Rp20.000	Coklat	isi 20	Rp16.000	Keju	isi 20	Rp25.000	Keju Original	isi 20	Rp30.000
	Keju	isi 20	Rp20.000	Keju	isi 20	Rp16.000				Durian	isi 20	Rp30.000
										Strawberry	isi 20	Rp30.000
2	**Rasa yang Paling laku Terjual**			**Rasa yang Paling laku Terjual**			**Rasa yang Paling laku Terjual**			**Rasa yang Paling laku Terjual**		
	Kacang Hijau			Kacang Hijau			Kacang Hijau			Kacang Hijau		
	Kumbu Hitam			Keju			Kumbu Hitam			Keju Coklat		
3	**Jumlah Karyawan**			**Jumlah Karyawan**			**Jumlah Karyawan**			**Jumlah Karyawan**		
	10 Karyawan			6 Karyawan tetap (perempuan)			6 Karyawan			15 Karyawan		
	(9 perempuan & 1 laki-laki)			4 karyawan tambahan untuk hari libur atau jika ada pesanan			(3 perempuan & 3 laki-laki)			(2 perempuan & 13 laki-laki)		
4	**Jam Kerja**			**Jam Kerja**			**Jam Kerja**			**Jam Kerja**		
	Jam Kerja Pokok 07.30-15.30			Jam Kerja Pokok 08.00-16.00			Jam Kerja Pokok 07.00-17.00			Jam Kerja Pokok 07.00-16.00		
	Jika ada pesanan			Jika ada pesanan			Jika ada pesanan			Jika ada pesanan		
	(Jam kerja 07.00-selesai)			(Jam kerja 07.00-selesai)			(Jam kerja 07.00-selesai)			(Jam kerja 06.00-selesai)		

5	**Produk Perhari yang Terjual**		**Produk Perhari yang Terjual**		**Produk Perhari yang Terjual**		**Produk Perhari yang Terjual**	
	Hari Biasa	50 box isi 20	Hari Biasa	100 box isi 20	Hari Biasa	50 box isi 20	Hari Biasa	100 box isi 20
	Hari Libur	200 box isi 20	Hari Libur	300 box isi 20	Hari Libur	250 box isi 20	Hari Libur	300 box isi 20
	Pesanan	300 box isi 20	Pesanan	500 box isi 20	Pesanan	500 box isi 20	Pesanan	600 box isi 20
6	**Cara Memasarkan Produk**		**Cara Memasarkan Produk**		**Cara Memasarkan Produk**		**Cara Memasarkan Produk**	
	Di jual dipasar tradisional terdekat		Di jual dipasar-pasar		Penjualan melalui kerabat		Membuka 4 outlet	
	Membuka outlet atau rumah produksi di daerah Klepu, Sendangmulyo, Minggir, Sleman, Yogyakarta		Membuka cabang di daerah (Klepu, Sendangmulyo, Minggir, Sleman, Yogyakarta)		Membuka outlet hanya satu (Jl. KS. Tubun 11 Pathuk, Yogyakarta)		Jl Bayangkara Pathok NG I/665 Yogyakarta.	
							Jl Bayangkara kios Pasar senin.	
							Jl Parangtritis Km 26. (Arah Parangkusumo)	
	Melalui warga sekitar		Kerjasama dengan biro pariwisata				Jl Imogiri Barat Km 6,5 Bakung Bangunharjo Sewon Bantul.	
7	**Pelanggan Tetap**		**Pelanggan Tetap**		**Pelanggan Tetap**		**Pelanggan Tetap**	
	Gereja St. Petrus dan Paulus Klepu		Rumah makan Mang Engking, Minggir, Sleman, Yogyakarta		Pertamina Jakarta		Asrama Polri Yogyakarta	
	Balai Desa Sendangmulyo				Pedanka Pusat			